

**Abstract**

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## **ABSTRACT**

Systems and methods are described for providing an incentive to potential consumers who receive e-mail advertisements or other content to render the advertisement on a display or a printer. In one embodiment, a method for distributing content messages to one or more receiving devices comprises assembling a content packet at a computer device, the content packet including a content message and a rendering value, sending the content packet to one or more receivers, receiving notice that a receiver has rendered a content message from the content packet, and crediting the receiver that rendered the content message with an amount equal to the rendering value.